



New Mexico Partnership

Economic & Rural Development Committee
New Mexico State Legislature

Steve Vierck , President & CEO

The New Mexico Economic Development Corporation (New Mexico Partnership)

- Created in 2003 through legislation (HB 494) at behest of economic developers and business community to conduct marketing and business development to assist with the location/expansion of new industries to NM
- Helped recruit over 70 companies including Fidelity, Allstate, Reelz Channel, Union Pacific, Joule, Sitel, and Precheck
- Public-private sector approach engages business community and provides flexibility in marketing. Many states are shifting their economic development marketing/business development to a public-private approach
- 15 member board appointed by Governor including Economic Development Cabinet Secretary and 1 business representative and 1 economic development professional from each regional planning division. Non-partisan with balanced Board party affiliation.
- Close collaboration with New Mexico Economic Development Department and regional/community economic development organizations throughout the state. "Excellent" ratings of NMP by community economic development groups increased from 6% in 2012 to 33% in 2014.
- NMP has been reactivated
- NMP has raised \$200,875 in private sector contributions thus far of \$250,000 goal to augment our marketing efforts

Board of Directors – Members



- Sean Ormand/Silver City – Chairman
- Chase Gentry/Clovis – Treasurer
- Lisa Hardison/Hobbs – Secretary
- Thomas Hutchinson/Las Cruces
- Senator Clemente Sanchez/Grants
- Joe Di Gregorio/Gallup
- Matthew Spriggs/Taos
- Rebeca Romero Rainey/Taos
- Noreen Scott/Rio Rancho
- Don Power/Albuquerque
- Lisa Dunagan/Clovis
- Chuck Hamilton/Silver City
- Mike Espiritu/Alamogordo
- Davin Lopez/Las Cruces
- Cabinet Secretary Jon Barela

Participating NM Economic Development Organizations

(Trade Shows, Sales Missions & PRO's) – FY2014

1. Albuquerque ED
2. Rio Rancho EDC
3. Estancia Valley EDC
4. Cibola Communities EDC
5. Gallup EDC
6. 4 Corners EDC
7. Navajo Nation
8. Regional Development Crporation
9. City of Santa Fe
10. Santa Fe County
11. Ohkay Owingeh
12. Clovis Industrial Corp.
13. Portales –Roosevelt County EDC
14. Roswell – Chaves County EDC
15. Artesia Chamber
16. Lea County EDC
17. Mesilla Valley EDA
18. Economic Development – City of Belen
19. Village of Los Lunas
21. Las Vegas San Miguel EDC
22. Los Alamos County
23. Pojoaque Pueblo
24. Union County Development Corporation
25. Carlsbad Department of Development
26. Guadalupe County
27. Colfax County
28. Tucumcari/Quay County EDC
29. Alamogordo – Otero County EDC
30. Deming – Luna County
31. Sierra County EDC
32. Gila EDA

Marketing Initiatives

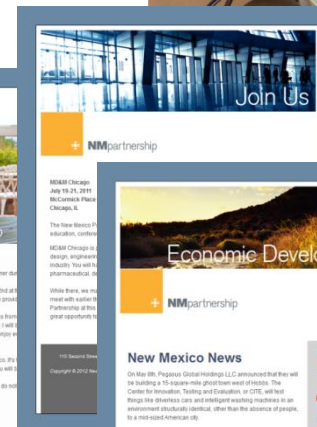
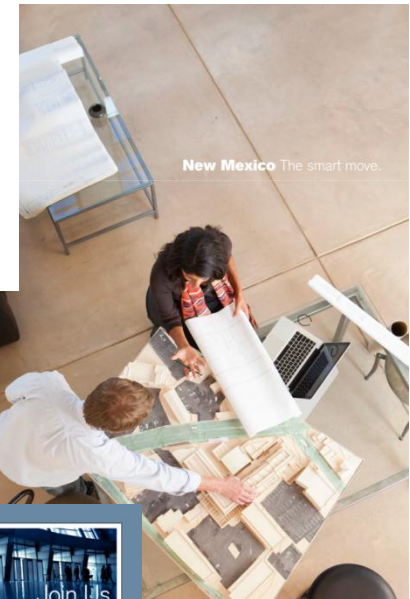
- Sales Missions
- Website
- Brochures
- Direct Mail
- Trade Shows/Industry Conferences
- Newsletters
- Social Media
- Advertising




A recent study by **Ernst & Young** on tax competitiveness for the New Mexico Tax Research Institute showed that as a result of industry-specific incentives, New Mexico is at, or near, the best of nine competing western states in several industries. These industries include research and development, aerospace, business support services, and management, scientific and technical services. The state's many programs and incentives have been designed specifically to help businesses such as these prosper.

During New Mexico's legislative session earlier this year, lawmakers came together to further reduce the tax burden for manufacturers and increase training funds for specific skills. The Manufacturer's Gross Receipts Tax Deduction on Consumables will allow manufacturers to receive a tax deduction on the purchase of consumables that are used in the manufacturing process of a product. Funding for the Job Training Incentive Program (JTIP) will increase to \$7.5 million next year, a \$5.7 million increase over the current fiscal year, to help companies hire and train employees as their businesses grow.

These are only a couple of reasons why **New Mexico** continues to be a competitive location to do business. We've got many more.



 NM partnership	August 18-20 NOCAL Sales Mission	August 6-9 Outdoor Retailer Summer Market Salt Lake City	August 14-15 Walmart Manufacturing Summit Denver	August 19-21 SPIE Optics & Photonics San Diego	September Chicago Sales Mission
September Minneapolis/Denver Sales Mission	September 13-17 IAMC Fall Forum Quebec City	October Alberta Sales Mission	October 15-16 ISPCS Las Cruces	October Clean Energy Expo Clovis	October 21-23 NBAA Convention & Expo Orlando
October 26-29 CoreNet Global Summit Washington, DC	November DC & VA Sales Mission	November 2-5 Nat'l Minority Supplier Dev. Council Conference Orlando	December Atlanta Sales Mission	December 9-10 TAAC Albuquerque	January SOCAL Sales Mission
January NC & SC Sales Mission	February Phoenix Sales Mission	February Site Selectors Guild Annual Conference TBA	March Houston/Austin Sales Mission	March Dallas Sales Mission	March 23-24 SelectUSA Investment Summit Washington, DC
March 23-26 ProMat Chicago	April Cleveland & Detroit Sales Mission	April Chicago Sales Mission	April NM ED Summit TBA	April 25-29 IAMC Spring Forum Palm Springs	May NY, NJ & PA Sales Mission
May ICMI ACCE Conference & Expo Orlando	May Space Symposium Colorado Springs	May 5-7 AUVSI Atlanta	June New England Sales Mission	June Gas & Oil Expo Calgary	June BIO International Philadelphia

Calendar subject to change and will be posted on the New Mexico Partnership website: nmpartnership.com

Outdoor Products Trade Show

- ❑ Example of new marketing initiative
- ❑ Proposed by Northern NM communities to market state's advantages to outdoor equipment manufacturers and distributors
- ❑ NMP has attended the 2014 winter and summer trade show with City of Santa Fe, Santa Fe County, Regional Development Corporation, Mesilla Valley Economic Development, Albuquerque Economic Development
- ❑ 31 meetings with companies were held
- ❑ A brochure and other supporting marketing material to market the outdoor industry were developed






It's time to take a closer look at New Mexico.

New Mexico has improved its business climate more than any state in the West over the past three years. A new study by Ernst and Young and the New Mexico Tax Research Institute determined that we've reduced tax rates for manufacturing by nearly 60% — the greatest drop, by far, in the western states studied. New Mexico's after-credit manufacturing rate is now at 3.3% — the best in the region.

Additionally, the non-partisan Tax Foundation recognized New Mexico's successful bi-partisan approach between Governor Susana Martinez and the state legislature with its prestigious award for "Outstanding Achievement in State Tax Reform."

These recent, significant improvements to the state's business climate are only part of the reason why it's time to take a closer look at New Mexico. To find out more about the increasing business advantages here, contact the New Mexico Partnership.

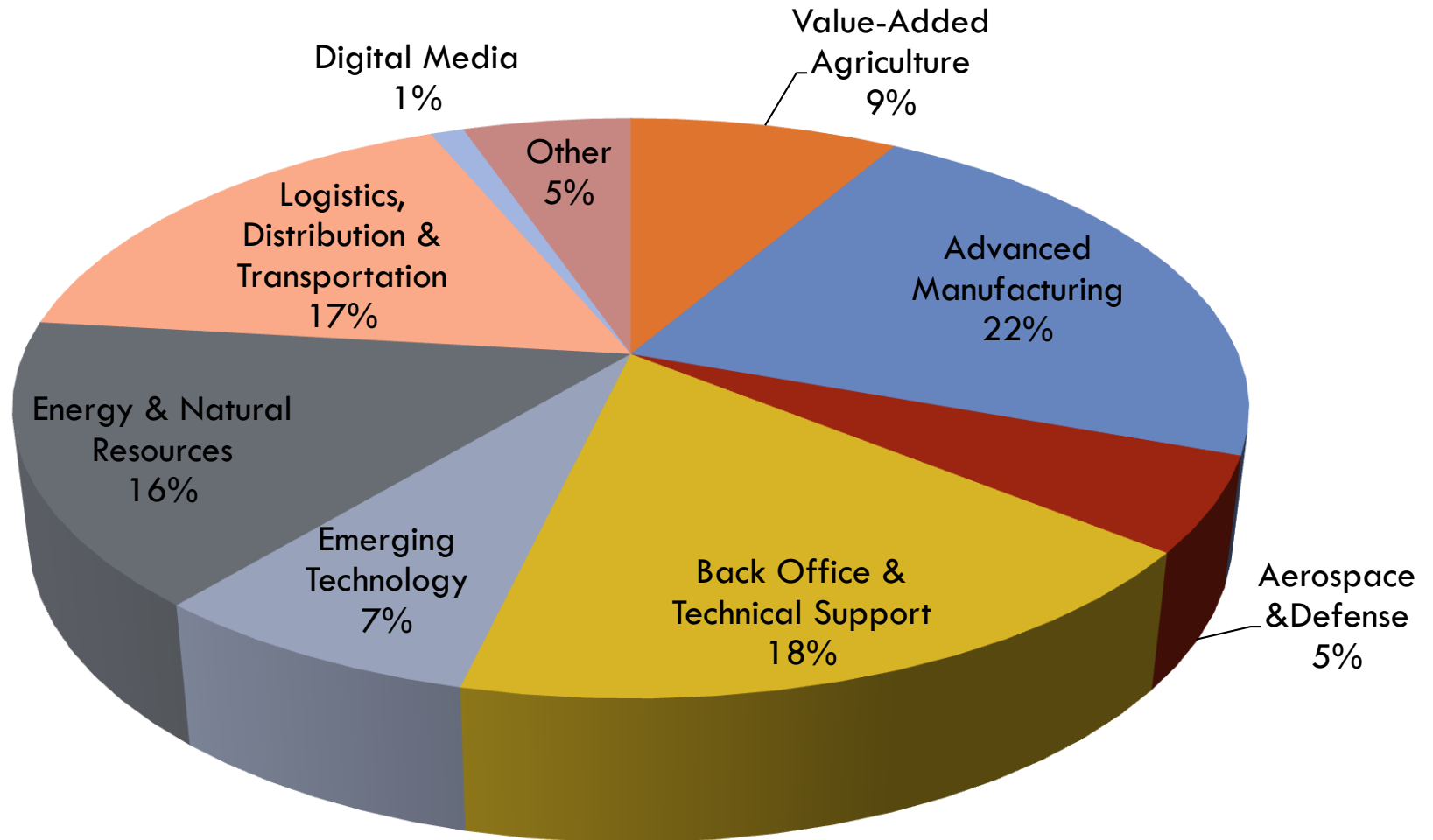
New Mexico. The smart move.

 **NM**partnership

nmpartnership.com

888 715 5293

Projects by Industry

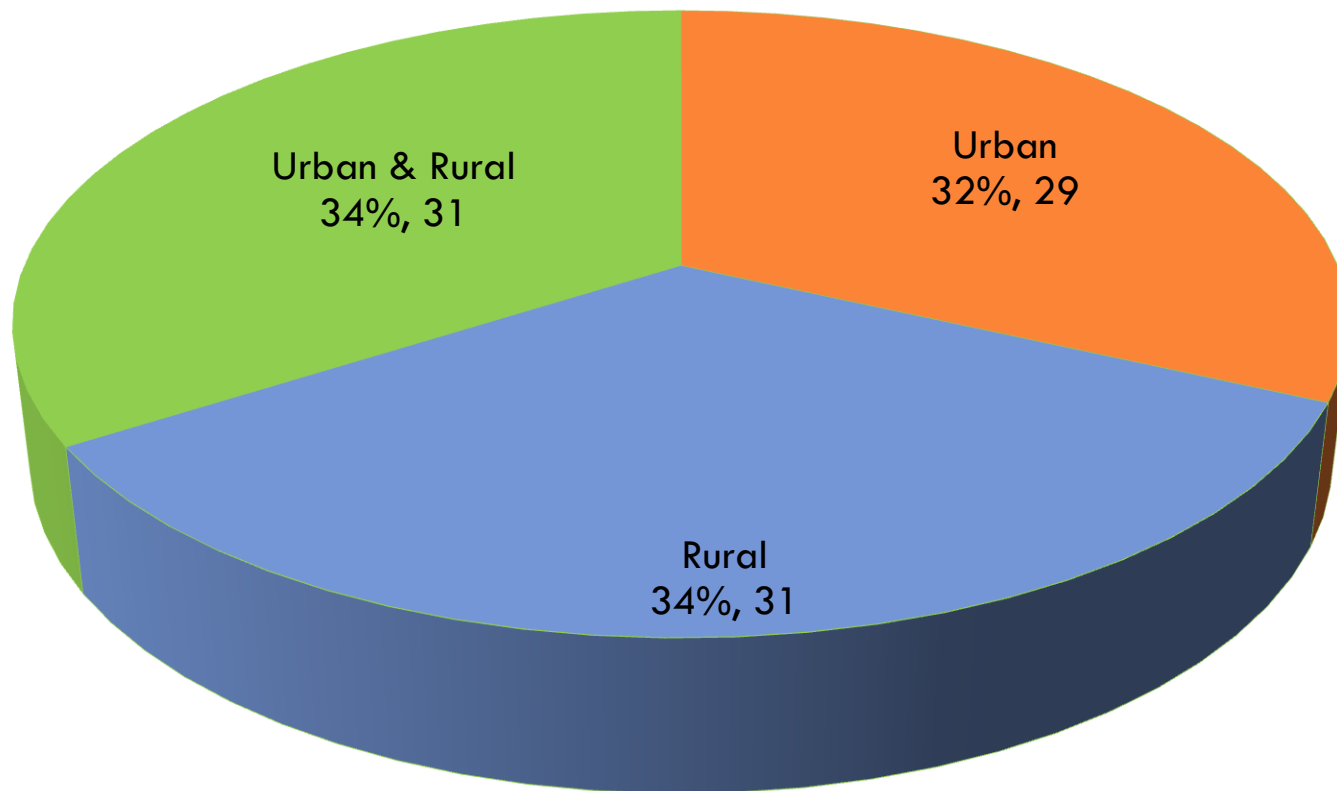


Most Active Sectors Currently



- Manufacturing – automotive, clean energy, electronics
- Border manufacturing/logistics
- Customer contact sectors/back office facilities
- Data centers/information technology
- Traditional energy value-chain
- Value-added agriculture/food processing
- Aerospace

Projects' Interest

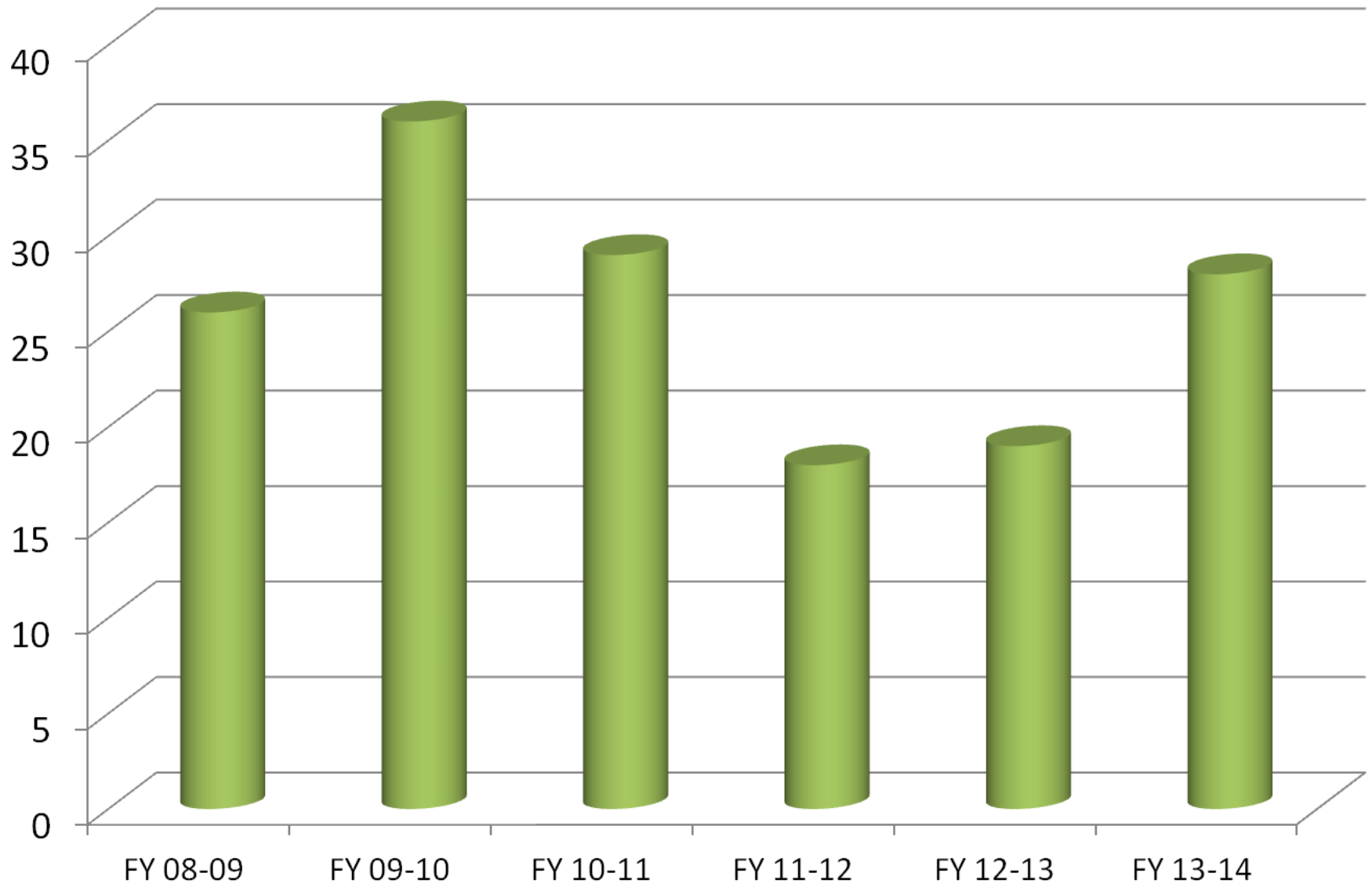


Actual Results vs. NMEDD Contract Goals

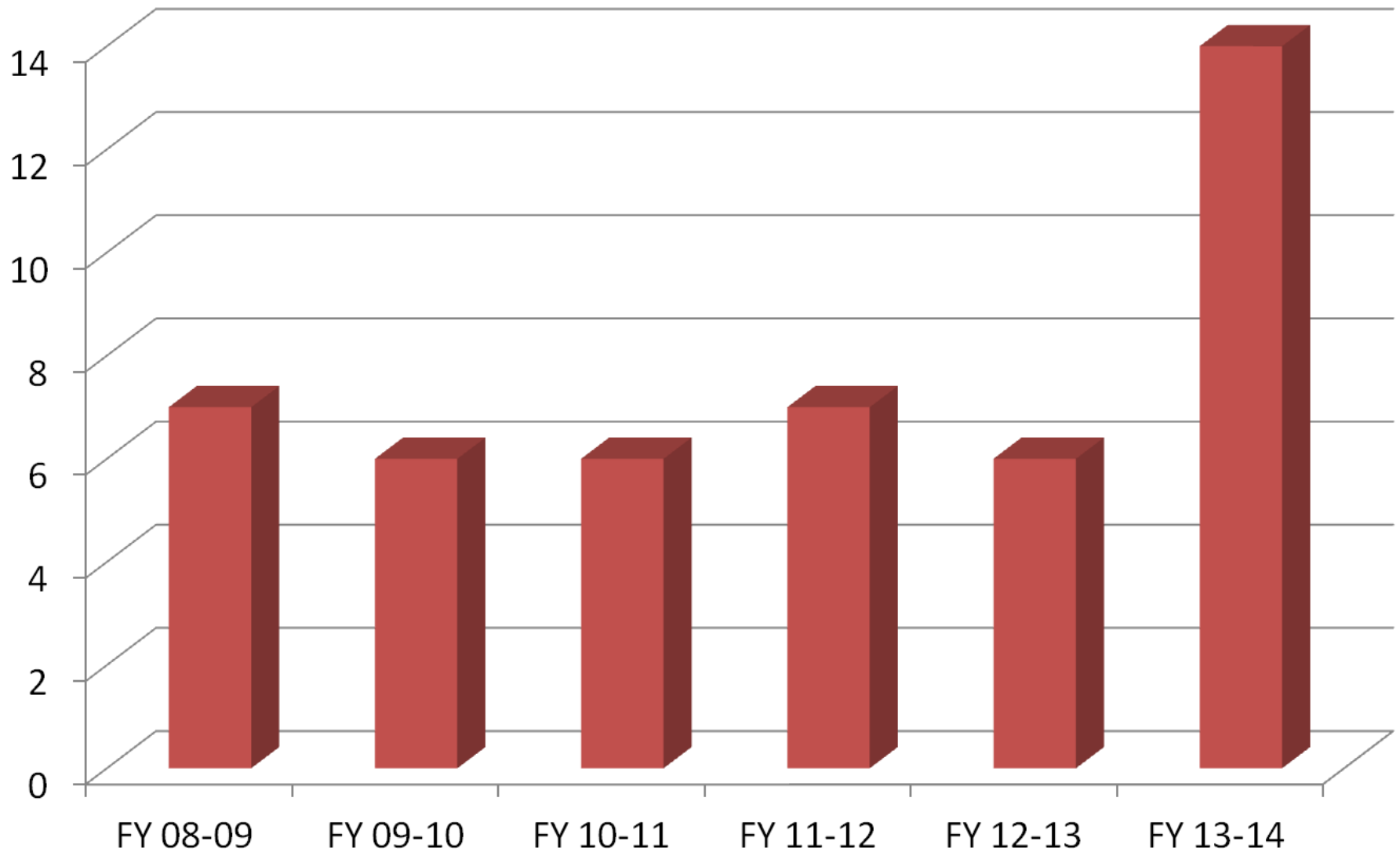
FY 13- 14

Metrics	Annual Goal	Actual	% of Annual Goal
Leads	400	499	125%
Projects	60	64	107%
Site Visits	24	28	117%
Locates	8	13	163%
Jobs	1700 (510 rural)	1,624 (1,114 rural)	96 % (218% rural)

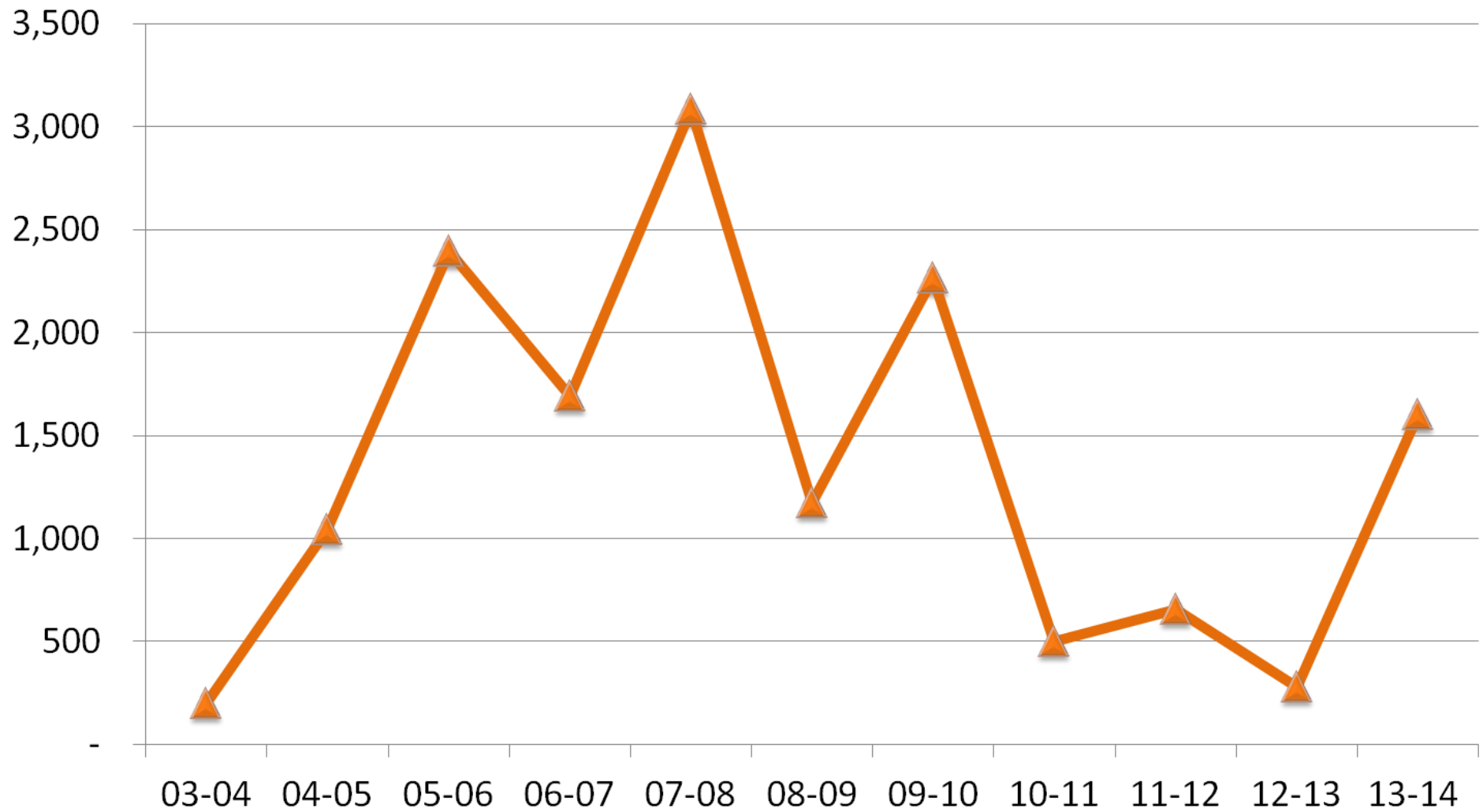
Site Visits per Fiscal Year



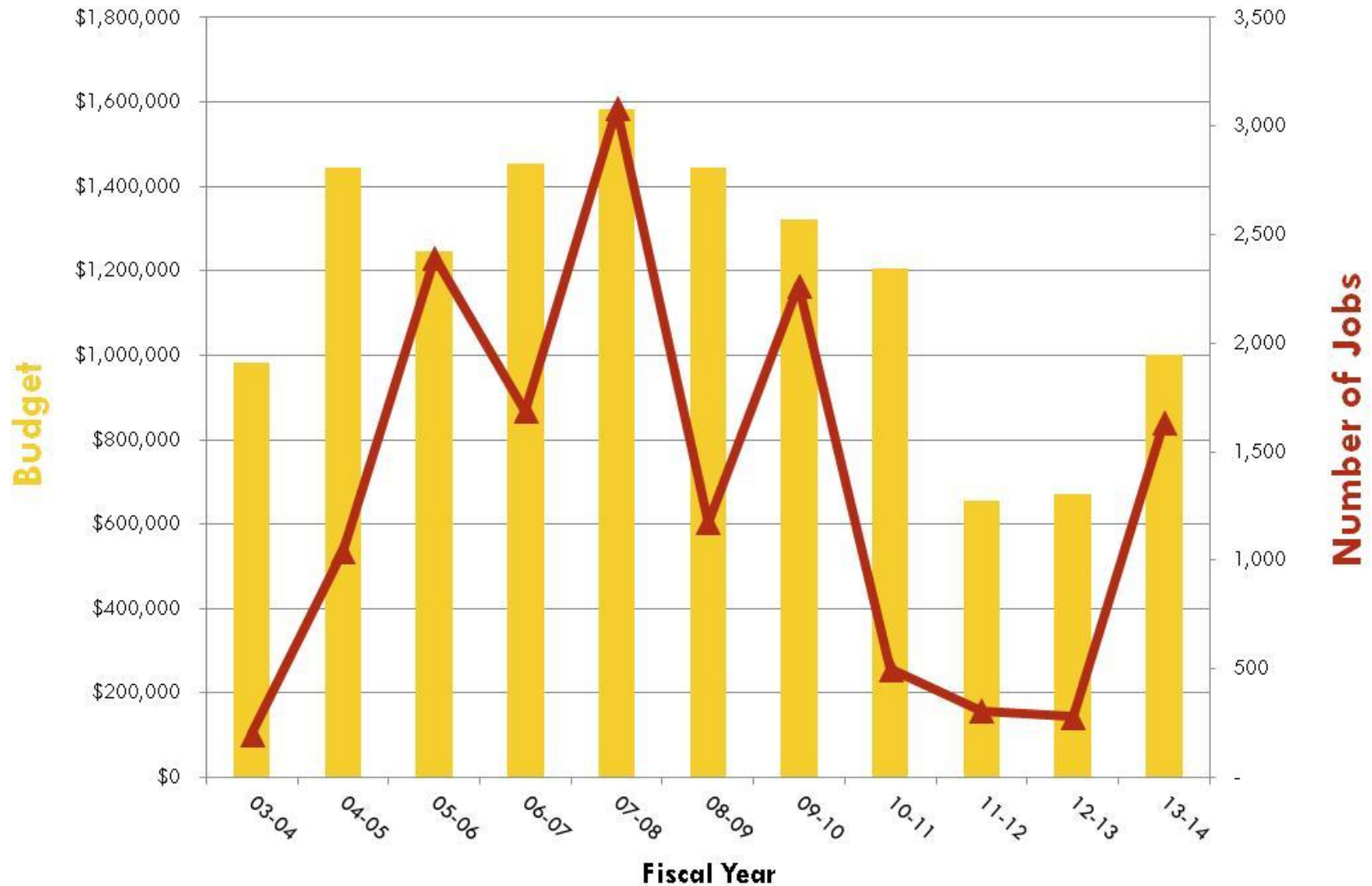
Locates per Fiscal Year




Jobs per Fiscal Year



Jobs and Budget



FY 13-14 cost per job : \$573



“The greatest danger for most of us is not that we aim too high and miss it, but that we aim too low and reach it.”

—*Michelangelo*